

NBC Transmitter



NBC President Niles Trammell (standing, center) outlines network's television plans to executives of affiliated stations attending the 1944 War Clinic in New York. He is standing before a chart showing projected intercity connections for a post-war television network.

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NBC Transmitter



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TELEVISION FORECAST

The illuminating analysis of television — present and post-war — which Niles Trammell, NBC president, presented before the 1944 War Clinic meetings delineates this new radio service in an eye-opening manner. The ultimate existence of a vast national network of sight-and-sound stations which he revealed to affiliates opened vistas which are sound in conception and wide in scope.

That his talk aroused the nation's curiosity is evident in the favorable treatment accorded it by newspaper editors. According to these comments, large cities look upon television as an extension of broadcasting's already fine coverage.

Still another sign of television progress is the recent influx of applications for television construction permits. While completion of these projected video outlets must await the coming of victory, the serious attention given them at this time is a further tribute to the thinking and basic planning of Niles Trammell and Frank E. Mullen.

Since the Fall of 1943, NBC's television station WNBTV has been setting the pace for other vision outlets with a consistent schedule of events direct from Madison Square Garden. These have included the rodeo, basketball games and boxing bouts. These New York City sports affairs have been witnessed by enthusiastic groups in the Schenectady-Albany area and in Philadelphia. With completion of the first coaxial cables or radio relays, such programs will be supplied to local television stations on the eastern coast from Boston to Washington. And upon the final completion of the cross-nation network, dreams of past decades will become a reality when a single spectacle is witnessed simultaneously by viewers from coast to coast.

12 YEARS OF U. OF CHICAGO ROUND TABLE EXEMPLIFIED FREEDOM OF SPEECH ON AIR

CHICAGO.—A card table, an old "target" mike, three college professors and the prohibition report of the Wickersham Commission were the raw materials for the first "University of Chicago Round Table" over WMAQ in 1931. Today, more than twelve years later, the "Round Table" is a "triangle"—with sponge rubber elbow rests and signal lights—and constitutes the oldest non-musical educational program continuously on the air.

Before the "Round Table" microphones has paraded a great assemblage of eminent authorities on the prominent issues of the day. And in the course of 10 years—since it became a network presentation—it has won nearly a score of radio polls as the best educational program.

Surprisingly enough, the "Round Table" is an extemporaneous program. Even so, it requires more preparation than many programs which are written down and produced from scripts. At least 10 days before each "Round Table" program, the university radio and research staff meets to consider appropriate topics and participants. The research department prepares a detailed "research memorandum" for each speaker, to supplement his specialized personal knowledge.

On the Saturday evening before the

broadcast, "Round Table" guests meet at dinner. This gives them a chance to become acquainted and to discuss the topic and prepare a preliminary outline.

On Sunday morning, the participants and staff members meet again. The discussion is conducted under actual broadcasting conditions and a record is made. The record is played back and criticized from technical and context points of view. And this rehearsal also serves to put the speakers at ease and allows for final outline changes.

With a network which blankets the nation and extends into Canada, Mexico and the Caribbean, the "Round Table" reaches an audience estimated at more than 10,000,000. And every week over 6,000 subscribers in every state of the nation and in several foreign countries receive the discussion transcripts.

Judith Waller, manager of the Central division's public service department, has asserted that the series' success is laid on the fundamental principles of "responsible" talk, in the form of discussion rather than debate, and of clarification of issues. The essential challenges of our time are faced by the "Round Table" with one of the weapons of democracy—the right of free speech.

ST. LOUIS TAXIES CARRY KSD PROMOTION SIGNS



KSD signs were placed on the backs of 265 cabs. The station's call letters and slogans (see inset at left) are constantly before the public on the many busy thoroughfares of the Missouri city.



NBC TELEVISION POLICY

President Trammell Outlines Network's Video Plans to Station Executives at War Clinic Meetings

By NILES TRAMMELL

President, National Broadcasting Company

(EDITOR'S NOTE: The text of this article formed part of Mr. Trammell's address on television at the NBC 1944 War Clinics in New York, Atlanta, Dallas, Chicago and Los Angeles.)

NEW YORK.—The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.

This policy applies to both frequency modulation and television. In respect to FM, we recently explained our plans for the development of FM as a companion service to standard sound broadcasting. In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

It is pertinent to note that the history of radio up to this time, with all the change and advances that science and research have constantly made, has always been a history of addition, never of subtraction.

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence. Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominately listeners rather than viewers.

But television is the capstone of the radio structure. It is a new art, not merely an improvement in a hitherto established art. Television, bringing sight as well as sound to the many services of mass communication, adds a new dimension to radio.

The basis of NBC television activities may be summarized as follows:

I.

NBC will cooperate with the government and with other members of the in-



TURNSTILE TO PROGRESS—Television antennas, such as this pioneer Empire State Building aerial, will soon be a familiar sight around the U.S.A.

dustry in line with its research, experimentation and practical operating experience in television, in the effort to secure the best possible standards of operation for a commercial television broadcasting system in the United States.

II.

In developing a basis for an eventual television network, NBC will cooperate in every way with the owners and operators of the stations affiliated with its network, many of whom have from the very beginning demonstrated their willingness and capacity to include in their service the latest technical developments which the radio art has brought forth.

III.

In preparation for the expected expansion of television services in the post-war period, NBC will, within the limitations of wartime operations:

- (a) Expand its existing program service by tapping new sources of program material and talent, and by developing new program techniques;
- (b) Transmit field programs once a month or oftener from points outside the studio;

- (c) Resume studio broadcasts from the NBC television studio in Radio City, which is now being reconditioned preparatory to the renewal of broadcasting live talent programs;
- (d) Continue research and development in all phases of television.

IV.

As soon after the war as materials become available, NBC will construct a television station in Washington, D. C., so that a service of sight-and-sound may be available in the nation's capital, and from the nation's capital to other cities when interconnection between stations is made available.

V.

To establish the anchor points of a television system, NBC has filed additional applications with the Federal Communications Commission for construction permits for television stations in Chicago, Cleveland, Denver, San Francisco and Los Angeles, where NBC already maintains a programming organization and studio facilities. It is hoped that the FCC will act favorably on these applications.

VI.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, would establish television networks in the following possible ways.

1. An Eastern Network that will extend from Boston to Washington, with stations located at such intervening points as Worcester, Providence, Hartford, Schenectady, New York, Philadelphia, Wilmington and Baltimore, with perhaps an extension to Syracuse, Rochester and Buffalo.

2. A Mid-West Network that will develop with Chicago as its hub, spreading out to Milwaukee, Minneapolis, St. Paul, Des Moines, St. Louis, Indianapolis, Detroit and Cleveland.

3. A Pacific Coast Network between the great talent center of Hollywood con-

(Continued on page 15)

THE FARMER TAKES A MIKE

And, in Bill Drips' Case, Comes Through With a Notable Record

CHICAGO.—William E. (Bill) Drips knows a lot about corn; he's also in the know as far as any other agrarian product is concerned—not only because he's director of agriculture for NBC but because he's had plenty of practical experience along those lines and because he's holder of a degree from the College of Agriculture at the University of Wisconsin.

As a matter of fact, he comes from a line of farm folks, although his father slipped the traces and became a newspaper man.

Bill himself knows something about that line, too—he not only helped his father in his sundry shops, but he worked on newspapers himself and minored in journalism at college.

Bill was born on an Indian Reservation near Sioux Falls, South Dakota, where his father was building up a country weekly. The three small Drips boys spent their Summers with their grandparents on the family farm and Bill loved it. He liked it so well, in fact, that, after two years at the University of Washington, Seattle, he turned his hand to farming for four years and made enough money to pay for the rest of his schooling. Came World War I and he spent a year in the Navy, as an ensign in the Naval Communications Service.

The war over, Bill combined his educational major and minor into one occupation—he taught agricultural journalism at Iowa State College. He stayed for three years, then went to the editorial staff of Wallaces' Farmer in Des Moines, Iowa, where his duties took him about the Middle West to livestock and agricultural shows. At this time, the "National Farm and Home Hour," inaugurated by NBC, was already famous and it wasn't long before Bill got to know the gang pretty well, since the program pioneered in broadcasting from the show rings of all important expositions.

It was at a stock show broadcast in Des Moines that Bill got his first taste of microphoning. He was in the tower with Frank E. Mullen (now NBC's executive v.p. and general manager), when the equipment broke down out in the arena and Mullen pushed Drips to the tower mike. "Talk," he said, and Bill did. Several

months thereafter (December, 1930) Bill got a call to head for Chicago to broadcast a stock show—and that started him on his radio career. He did such stints for several years and in December, 1934, was appointed agricultural director for NBC.

Under Drips' guidance, the "Farm and Home Hour" went coast to coast; he was instrumental in making big-time broadcasts of cornhusking contests (he sallied out to one bee with eight engineers in tow), and he helped to promote a firm friendship between the nation's leading agricultural schools and radio.

Bill still isn't a city slicker and doesn't intend to be—as a matter of fact, he fully expects to go back to the farm some day. In the meantime, he lives in Glen Ellyn, a suburb of Chicago, with his wife, the former Josephine Wiley, who was woman's editor of Better Homes and Gardens, and his 10-year-old son, Bill, Jr. Drips is an avid gardener; he had a hand in three victory gardens last year and was advisor to half the county and most of NBC's victory gardeners.

He belongs to Acacia, a social fraternity; the Rural Board of Examiners, Boy Scouts of America, and Sigma Delta Chi, national professional journalistic fraternity.

He's never been seen, since his cradle days, without a big, black cigar.



"MOVINGEST MAN"—Tired of shifting from office to office pending assignment to his own permanent quarters, William Drips, new director of agriculture for NBC, decided to take the situation in hand. He was discovered maneuvering portable walls in an effort to "set up" on the backstairs landing, connecting the 19th and 20th floor studios, in Chicago's Merchandise Mart.

NBC POLL CLIMBERS

NEW YORK.—NBC programs and personalities took six first places in the 13th annual poll of radio editors conducted this year by Billboard.

Bob Hope (Pepsodent: Foote, Cone & Belding), for the third successive year, was named top comedian.

Heading the quiz program classification was NBC's "Information Please" (H. J. Heinz Co.: Maxon), which has held this position since 1939.

By an almost 5-to-1 majority, Bing Crosby (Kraft Cheese: J. Walter Thompson) took the male singing crown which he has held for 11 straight years.

NBC's sports announcer, Bill Stern, took first place in this category.

Fred Waring (Liggett & Myers: Newell-Emmett) and "Vic and Sade" (Procter & Gamble: Compton Advertising), both on NBC, took first and second honors in the Best Quarter Hour bracket.

In a new classification added this year, NBC's "The Army Hour" took top honors for the best government program.

The poll, a composite opinion of the nation's radio editors, has been conducted in the past by The New York World-Telegram, which this year dropped the annual survey because of wartime space limitations.

New NBC Program Aide

NEW YORK.—Ralph P. Campbell, formerly associated with Maxon, Inc., as account executive specializing in radio, and with Newell-Emmett Co. and J. Walter Thompson Co. as radio producer-director, was recently appointed administrative assistant to C. L. Menser, NBC vice-president in charge of programs.

A native of Omaha, Campbell left Drake University to enlist in World War I. After returning to civilian life, he became vice-president of Judge, the humor magazine. During his advertising agency days, he handled many prominent accounts now active in radio.

SHOUSE VIEWS THE BBC

Back from England, He Reveals His Impressions of Wartime Radio and Makes Some Trade Predictions

By JAMES D. SHOUSE

V.P. of The Crosley Corporation in charge of broadcasting; general manager of WLW.
(EDITOR'S NOTE.—Mr. Shouse recently addressed the Cincinnati Advertiser's Club after his return from England where he spent a month as guest of the BBC. His talk follows in part.)

CINCINNATI, O.—The BBC has grown in the war years from an organization of perhaps 1,000 people to the point where today it employs somewhere in the neighborhood of 25,000 people. It is bigger by several times than the National Broadcasting Company, the Columbia Broadcasting System, the Blue Network, the Mutual Network, and (I can't resist the opportunity for a plug), WLW all combined. I had the opportunity of visiting a number of their transmitting plants. The locations of many of them, such as the shortwave stations at Daventry, are matters of public knowledge, but seven or eight of the transmitting sites that I visited are still highly secret, and it would be impossible for me to convey to you any conception of the size and the magnitude simply from a technical standpoint of the operation of the BBC. * * *

The BBC operates through three divisions—the Overseas Division is responsible for broadcasting to all parts of the world, and to all parts of the Empire, except Europe itself, which falls within the sphere of operations of the European Division. Every major and most minor languages and nationalities are served by these two services, wherever they may be located, in whatever part of the world—not intermittently, but regularly, day in and day out, for the equivalent of their entire broadcasting day, whatever the Greenwich Mean Time may be. The third division is, of course, the British Home Service, serving the British Isles with a choice of one or two program services.

It is the British Overseas Division and the British European Division which have occasioned this tremendous growth, and we in this country are evidently still complete neophytes in the use and potentialities of radio as an instrument for integrating the people of different nations in a common bond of understanding, if not, in every case, of sympathy. From the British Isles, of course, it is possible



AD MEN LISTEN—The speakers' table at the Cincinnati Advertiser's Club, at which James D. Shouse, v.-p. of The Crosley Corporation in charge of broadcasting and general manager of station WLW, was the speaker. Left to right are Shouse; James W. Petty, Jr., publicity director of the H. & S. Pogue Company, who introduced the speaker; M. F. Allison, WLW promotion director, who presided as president of the Advertiser's Club; Robert E. Dunville, vice-president of The Crosley Corporation and assistant general manager of the broadcasting division, and Lewis M. Crosley, executive vice-president of The Crosley Corporation.

to reach every country in Europe with a radio signal that is not a shortwave signal.
* * *

Whether as a nation we like to admit it or not, or whether we like to think of it or not, Europe after the war will still be a tremendously important part of any plan of world economy. The tremendous concentration of population, resources and the standard of living achieved by these people can only result in Europe continuing to be the focal point perhaps around which world economy will, for a long time, revolve.

During the war, the BBC has, of course, extended every cooperation to our government in the way of supplying various American governmental agencies with transmitting equipment for our own psychological warfare work, just as they have supplied us with bases for our airplanes.

Although it might be presumptuous of us to ask that such might be continued in the post-war period, wherein presumably Europe's ills and aggravations are being healed and maladjustments corrected, the sheer concept of presumptuousness does not alter the fact that it will for many years be an important thing that the American philosophy and American thinking about the world of tomorrow be kept crystal clear in the minds of the hundreds

of millions of people on the continent.

I have been asked many times what the possibilities were of commercialization of BBC programs. I hesitate to venture an opinion—I doubt seriously whether any of the responsible policy makers of the BBC have come to any lasting opinion about this—I think they would prefer not to see any commercial radio on the British Isles. I think also that they look with extreme distaste at the possibility in the post-war period of another Radio Normandy or Radio Luxembourg, located just across the channel and supplying the people in the British Isles with excellent commercialized entertainment. * * *

It seems to me that very naturally their thinking might be in the direction of a moderate degree of commercialization on perhaps one of their services under exceedingly strict regulation, thus diminishing the likelihood of another Radio Normandy situation. At one time, I am told, in the pre-war period, Radio Normandy and Radio Luxembourg, programmed almost entirely by American-made and some British-made transcriptions, sent over by direct wire from London, attracted a larger audience in the British Isles than did the BBC Home Service. I do not have any definite information on this, however.

HEROES' WIVES MEET VIA AIR

FORT WAYNE, IND.—It took a runaway train in far off Iran, described through the medium of WGL, to bring two Fort Wayne women together. The women, Mrs. Vergil E. Oakes and Mrs. Harry Slick, both tuned in the WGL "Proudly We Hail" program, a dramatic series dealing with heroes of the battle front and the home front. They heard the story of their husbands in Iran, one the engineer, the other the fireman, on a runaway train filled with gasoline and explosives.

WELCOME TO FARGO!

FARGO, N. D.—Several months ago Station WDAY received a communication from NBC, suggesting that stations write welcome letters to the new residents of their individual communities.

Elaborating on this suggestion, WDAY subscribed to the "Welcome Wagon" service. This is a "city hostess" idea. Fargo's official city hostess calls on newcomers to Fargo and Moorhead to welcome them, and on her first call she leaves a detailed map of Fargo and Moorhead (a gift from WDAY). As a follow-up, Manager Lavin sends a note of welcome to each new resident along with a current WDAY program schedule and an invitation to visit the WDAY studios.

On March 1, WDAY was host to the Sojourners Club (the group of newcomers is organized). Entertainment was furnished by station talent, and Howard Nelson interviewed several of the attendees by transcription for use on the Gate City Building and Loan Association weekly program, "Meet Your Neighbor."



WDAY's Howard Nelson greets a newcomer to Fargo, N. D.

DRAMATIC LICENSE



The letters, NBC, on the license plate of the Wisconsin car in the picture do not stand for the words, National Broadcasting Company. They are car license letters, issued in place of numerals for some cars by the State of Wisconsin. However, WTMJ staff members, glancing casually out of a front office window last week, were startled to see this particular combination of letters on a license plate on a car parked in front of Milwaukee's NBC station, WTMJ. A quick investigation followed, and it was found that the NBC-licensed car belonged to Henry Trimborn, president of the Milwaukee Bridge Company. Trimborn was in the WTMJ studios watching a program. He said he had never thought of that particular interpretation in connection with his license letters, but added that he certainly did not object to driving a car with the letters NBC prominently displayed. Trimborn's company furnished all the structural steel that went into the building of Radio City.

Downright Good "Upright" Deed

PHILADELPHIA, PA. — Pianos may be hard to get but KYW's musical clocker, Leroy Miller, can procure them in a matter of minutes.

The local USO needed an upright piano and appealed to Miller for help. He made one announcement on his early morning show and within 10 minutes a listener in North Philadelphia had called the KYW "zany" and the problem was solved. This, despite his plea not to call the station.

Two other listeners to Miller's morning program called the club offices when they opened with offers to donate up-rights. The only USO problem was in making the best choice.

STUDIES SPONSOR'S PRODUCT

NEW YORK. — Lyle Van, announcer for H. V. Kaltenborn's Pure Oil Company NBC news broadcast, recently made a tour of the numerous wells and refineries of the oil company throughout the county. Purpose of the trip was to give him a more practical knowledge of the product he advertises and to get a behind-the-scenes picture of the oil industry. Van, who has been an NBC staff announcer for 12 years, was to visit 12 states. Jack Costello subbed for him while he was away.

TRANSMITTER PALS

CLEVELAND. — The "Damon and Pythias" of WTAM, NBC's owned and operated station here, are celebrating 21 years of continuous association in broadcasting.

S. E. "Eddie" Leonard, engineer-in-charge, and Clayton C. Russell, station engineer, started working together in March of 1923 when they drew the blueprints that a few months later resulted in WTAM. And they have not been separated from each other or from the station since then.

Curiously enough, Leonard and Russell bear a striking resemblance and are often referred to by chance acquaintances as "brothers." Also, each has two teen-age daughters.

Leonard began in radio with the Marconi company in 1915 when he was only 18 years old. As chief radio engineer for the Willard Storage Battery Company, he not only built WTAM but also the power supply for many radio stations throughout the Western Hemisphere.



WTAM's "look-alikes" — S. E. Leonard and C. C. Russell.

SAYING IT WITH MUSIC

Stations Find There's Merchandising as Well as Public Service Value in Fine Music Programs

ROCHESTER, N. Y. — A new symphonic hour sponsored by McCurdy and Co., Rochester department store, took to the airways, Tuesday, February 1, introducing to WHAM listeners a new musical organization under the direction of Charles Siverson. Plans for the program call for continuance through the greater part of May.

The orchestra is composed of 30 of Rochester's leading musicians and is of the "little symphony" type. The program features distinguished soloists, drawn from the Eastman School's faculty and Philharmonic Orchestra.

Gilbert McCurdy, in behalf of the sponsor, made a presentation of a \$1,000 scholarship to Dr. Howard Hanson, director of the school, to be used as Dr. Hanson sees fit. He said the scholarship would be used to further the education of "talented young musicians" and that later in the series, two of these outstanding students would appear on the program.

In his acceptance of the scholarships, Dr. Hanson said: "I am very happy to have the opportunity of saying a few words in connection with the first broadcast in this new series of little symphony concerts. * * * I have two special and personal interests associated with these broadcasts. In the first place, it seems to me that it is indicative of the constantly increasing interest of the public in good music that the McCurdy Co. is sponsoring this series of important broadcasts in which a little symphony orchestra composed of Rochester's outstanding instrumentalists and featuring distinguished soloists will play for us some of the most charming works of the orchestral repertory.

"It is also indicative of the vision of Gilbert McCurdy, president of the McCurdy Co., that in connection with these broadcasts the company is presenting to the Eastman School of Music a number of scholarships which will be used to further the education of talented young musicians, and it is our hope that later in this series one or two young musicians who will be aided by the McCurdy scholarships will appear as guest soloists on one of these programs.

KREISLER ON NBC

NEW YORK. — Another major first was scored for NBC when Fritz Kreisler, world-renowned violinist, signed to do five broadcasts on the "Telephone Hour." Kreisler has been a towering figure in the realm of music for more than 50 years, but he has steadfastly refused to go on the air. Explaining his change of mind Kreisler issued a statement which follows in part: "There are many factors leading up to the decision. Most important to me was the many and increasing number of letters coming from the more isolated places of America, asking me to broadcast. Many of these people have never been able to hear a recital because of lack of money or because they are too far from the cities. Also, now with wartime traveling so difficult, I have had to reduce the number of my concerts each season."

"Rochester is rapidly becoming known throughout the world as one of America's important musical centers, and it is most gratifying to me to have a great company like the McCurdy Co. take this active and important part as a public service in the furthering of this development."

MILWAUKEE, WIS. — Wisconsin's young musical artists stand to gain recognition on a new WTMJ series.

The program, "Starring Young Wisconsin Artists," features youthful vocalists and musicians who were selected through competitive auditions held in Milwaukee's Radio City. Over 200 contestants were heard in the state-wide auditions.

The series of recitals was suggested by The Milwaukee Journal station in an effort to bring forward, previously unrecognized musical talent in the state. It is being presented in close cooperation with the Wisconsin Federation of Music Clubs. This organization, with a membership composed of music clubs, chorus groups, orchestras, singers, musicians, and other musical bodies, was responsible for choos-

ing the judges, contacting the talent and generally facilitating the handling of the auditions.

The Milwaukee Journal stations, WTMJ and WMFM, established a fund for the federation to use in fees for talent, traveling expenses for out-of-town performers, payment to the judges and all other program costs.

PHILADELPHIA, PA.—For the first time in its history, the Curtis Institute of Music is presenting a series of programs on the air with a commercial sponsor over KYW. One of America's leading banking houses, The Philadelphia Saving Fund Society, is bringing the talents of the students at the widely-known music school into commercial radio.

Students at the famed institute are featured in the solo roles and ensemble groups. The entire series, heard Sundays, is under the direction of Efrem Zimbalist, director of the institute.

A new series, "Music for Young Listeners" made its debut over KYW recently.

The program features Mrs. Van Doren, who plays selections on the piano, giving at the same time, a running commentary on the music—its origin, the composer and other pertinent educational notes in connection with the performance. She is well known in music circles and has conducted performances of this nature at many schools and institutions.

CHICAGO. — The Chicago Symphony Orchestra—one of the world's great musical ensembles—launched a series of five broadcasts over NBC Saturday, March 25, under the baton of Désiré Defauw, noted Belgian-born conductor.

The five air programs, described as "the festival of symphonic favorites," embrace classics by music masters of past and present.

Maestro Defauw returned to familiar network stations. It was with the NBC Symphony Orchestra in 1939 that the Belgian musician made his American debut. And he filled return engagements with the orchestra at New York's Radio City studios in three successive seasons.

1944 WAR CLINICS GET ENTHUSIASTIC RESPONSE FROM



Scene at the New York War Clinic banquet on the Starlight Roof of the Waldorf-Astoria, March 1. "No speeches" was the order of the day—or rather, night—when the delegates were entertained by network headliners. But the banquet was the only non-business event on the lengthy War Clinic agenda. The remainder of the three-day convention

calendar in New York as well as the other Clinic cities—Atlanta, Dallas, Chicago and Hollywood—was crowded with serious business topics. Mr. Trammell's statement on television, a highlight of the War Clinics, is printed, in part, on page 3 of this issue of *The Transmitter*. The separate photographs over the large banquet view were

UTIVES OF NBC AFFILIATED STATIONS THROUGHOUT U.S.A.



taken at the head table during the opening day's luncheon when Trammell welcomed the delegates. Left to right in the three photographs are: "Judge" A. L. Ashby, NBC vice-president and general counsel; Dr. James Rowland Angell, NBC public service counselor; President Trammell; William S. Hedges, NBC vice-president in

charge of stations; Paul W. Morency, general manager of WTIC and chairman of the NBC stations planning and advisory committee; Frank E. Mullen, NBC vice-president and general manager, and O. D. Fisher, of KOMO, Seattle, Washington. Similar functions were held in the four other Clinic cities during March.

CANDID CAMERA VIEWS AT ATLANTA SESSIONS OF NBC'S 1944 WAR CLINICS



Clarence L. Menser, NBC vice-president in charge of programs, addresses the Southern assemblage of NBC affiliates; his forecasts of new daytime program series won applause.



Harry Cummings, WJAX (Jacksonville) representative; Jim LeGate, manager, WIOD (Miami); and Dr. James R. Angell, NBC public service counselor.



Bill Pape (left), owner of WALA (Mobile, Ala.), chats with Roy C. Witmer, NBC vice-president in charge of sales.



Dick Shafto (right), of WIS (Columbia, S. C.), planning and advisory committeeman, presided at the Atlanta sessions. Center three figures, left to right, at the table are: NBC President Niles Trammell, William S. Hedges, v.p. in charge of stations, and John F. Royal, v.p. in charge of international relations. B. H. Peace, Jr., of WFBC, is at far left.



Left to right: Walter Tison, of WFLA (Tampa); Chief Engineer L. L. Caudle, of WSOC (Charlotte, N. C.) and Raymond F. Guy, NBC radio facilities engineer.



Sheldon B. Hickox (center), manager, NBC station relations department, chats with Robert Morris (left), WSOC (Charlotte) and City Commissioner Tom Imeson, of Jacksonville.

NBC Distaff Siders Rule Supreme in Service Series

NEW YORK. — First all-feminine undertaking of the NBC network is the new "Now Is the Time" program being aired for four consecutive Saturdays (March 25 through April 15). The idea of keeping the production of the show entirely in feminine hands was born in the public service department of unacknowledged parentage, as a tribute from NBC distaff personnel to service sisters in the WAC, WAVES, SPARS and Women Marines.

The half-hour program is a drama which highlights activities of all four branches of the service. It is written by Scripter Priscilla Kent, based on official data and field trips made by Miss Kent and Narrator Ernesta Barlow to service camp centers in the New York area.

Coordinating the program for NBC is Jane Tiffany Wagner, NBC director of war activities for women and current chairman of the women's division of the public service department.

Nancy Osgood, of NBC, Washington, is production director, Muriel Kennedy is engineer and Marjorie Ochs is sound effects "man." Representing other departments are Ruth Ann Brooks and Ruth Manley, script; Alberta Hackett, production; Bertha Brainard and Helen Shervey, program; Sylva Fardel, music; Helen Bernard, recording; Priscilla Campbell and Jane Waring, press; Sue Cretinon, news and special events; Peggy Myles, Jean Harstone, Claire Hyland, Lucy Towle, Aneita Cleary and Janet Lane, promotion and advertising; Phyllis Oakley, station relations; Angela Caramore, traffic; Irene Kuhn, public relations; Anita Barnard, public information and NBC speakers' bureau, and—from public service, in addition to Miss Wagner—Margaret Cuthbert, Doris Corwith and Marjorie Loeber.

Ann Kullmer, conductor, will use 24 musicians from her 30-piece orchestra for the musical background.

Keeping the all-woman goal in mind, the four services are represented by women officers and network station personnel keeps to the same theme as much as possible.

CHART TELLS BIG STORY — The War Clinic news and special events chart reproduced at the right drew considerable attention and favorable comment.

NBC Covers the World—1943

- First - Stanley Richardson Eye-Witness - Raid on Berlin - Jan 17, 1943
- First - Casablanca Conference, Roosevelt-Churchill - Jan 26, 1943
- Robert Magidoff Visits Stalingrad - Feb 14, 1943
- Mme Chiang Kai-Shek Addresses Congress - Feb 18, 1943
- First - Edward Wallace Scoop on Bismarck Sea Battle - March 3, 1943
- Exclusive - Archbishop Spellman Speaks from Algiers - March 14, 1943
- Exclusive - Folster Interviews Joe E. Brown in Australia - March 18, 1943
- Robert Magidoff Tours U.S. Supply Line to Russia - April 1943
- First - Grant Parr Scoop on Bizerte Capture - May 7, 1943
- First - John MacVane "Captures" Tunis - May 7, 1943
- Exclusive - Hollenbeck Interviews Capt. Clark Gable - London June 5, 1943
- Mme Chiang Kai-Shek Addresses Canadian Parliament - June 16, 1943
- Exclusive - Elmer Peterson Visits Neutral Sweden - July 1943
- First - Grant Parr from AFHQ Reports Sicilian Landings - July 10, 1943
- First - U.S. Raids Ploesti Oil Fields - Army Hour - Aug 1, 1943
- First - Richard Harkness at Roosevelt-Churchill Quebec Conference - Aug 11, 1943
- First - Major Howard Nussbaum Records Raid on Paris-Le Bourget - Aug 18, 1943
- Exclusive - Bob Hope Entertains Troops - London, July 17; Algiers, Aug 26, 1943
- Exclusive - Jack Benny Entertains Troops - Cairo - Aug 31, 1943
- Niles Trammell, John Royal Tour Mediterranean Battle Areas - Sept-Nov 1943
- Merrill Mueller "Lands" at Taranto, Italy - Sept 11, 1943
- First - Don Hollenbeck Records Landing at Salerno - Sept 11, 1943
- Exclusive - General George C. Marshall Speaks to American Legion - Sept 21, 1943
- First - Italy Declares War on Germany - Oct 13, 1943
- Exclusive - David Anderson Reports on War Prisoners' Exchange - Stockholm - Oct 19, 1943
- First - "Bamboo Network" - Guadalcanal - Noumea - Munda Broadcasts - Nov-Dec 1943
- First - Guadalcanal Transmitter Opens - Army Hour - Nov 7, 1943
- First - George Thomas Folster Reports From Guadalcanal - Nov 9, 1943
- Richard Harkness Covers Atlantic City UNRRA Conference - Nov 10, 1943
- Hollenbeck-Mueller Begin Naples Broadcasts - Nov 14, 1943
- First - Report from Gripsholm at Rio - Nov 15, 1943
- H. V. Kaltenborn Broadcasts from Pacific Theater - Dec 1943
- First - Cairo Conference Report by Chester Morrison - Dec 1, 1943
- First - Teheran Conference Report by Grant Parr - Dec 6, 1943
- First - Cairo Meeting with Turks by Grant Parr - Dec 7, 1943
- First - Edward Wallace Reporting Direct from New Guinea Hdqtrs. - Dec 16, 1943
- Exclusive - Pope Pius XII Radio Christmas Message - Dec 25, 1943

1944

- Exclusive - Robert McCormick Flies Honolulu Aboard "Mars" - Jan 22, 1944
- First
- Exclusive - Capt. Samuel C. Grashio Tells of "March of Death" - Jan. 28, 1944
- First
- Exclusive - Official Announcement of Marshall Islands Invasion - Feb 1, 1944
- First
- First - Bombardment of Paramushiro - Feb 7, 1944

A Transmitter Bio:

BELL FINDS INK AND AIR A PLEASING COMBINATION



Edgar T. Bell

OKLAHOMA CITY, OKLA. — If you ever have occasion to call Edgar Thompson Bell on the telephone, don't let that deep Southern "Edgar Bell speaking" fool you. For behind that smooth drawl is 135 pounds of human energy, a driving business acumen and a flair for showmanship that reflects itself in the operations of Station WKY.

It was Edgar Thompson Bell who nursed WKY from a humble and meager beginning to an NBC affiliate that now boasts of the best in radio for a regional station.

Edgar Bell was born on July 4, in Birmingham, Alabama. For 28 years he has been associated with E. K. Gaylord and the Oklahoma Publishing Company and has figured prominently in the affairs of Oklahoma and the Southwest.

The Oklahoma Publishing Company publishes The Daily Oklahoman, The Oklahoma City Times and The Farmer-Stockman. By 1925, Edgar Bell had advanced to secretary-treasurer and business manager of these enterprises. In 1926 and 1927, he began talking radio to his chief, E. K. Gaylord. He saw in radio a logical tie-up for the newspapers and the farm paper. Together, these two executives made trips to Chicago, to Kansas City, to Dallas and to other points to talk radio with other newspaper publishers.

Came 1928 and Gaylord left for a European tour. In September of that year Oklahoma City's oil fields started drilling. Grasping this as the opportunity to jump into radio, Bell procured an option on WKY from its founder and owner. A cable to Gaylord followed, suggesting the purchase. A "go ahead" signal came right back. The Oklahoma Publishing Company was in the broadcasting business and Edgar Bell saw his long cherished dream come true.

By the time Gaylord returned he found his company had purchased a station, located new studios, purchased a site for

a new transmitter and otherwise was prepared to enter the new field under a full head of steam. On November 11, 1928, WKY went on the air with the latest equipment and has consistently gone ahead with progressive strides.

The station soon made an affiliation with NBC and became the first network outlet in Oklahoma City.

Bell's flair for the spectacular and his uncanny ability to do the right thing at the right time are likewise reflected in the operations of KVOR, Colorado Springs, owned by The Oklahoma Publishing Company, and KLZ, Denver, under affiliated management.

Bell was forced to leave school after finishing the sixth grade. For two years he worked in a machine shop, then as timekeeper in a Birmingham foundry. Then came the smell of printer's ink — something he has never wanted to leave.

At 20, he took his first position with a publication—The Progressive Farmer, in Birmingham. In 1914 he became advertising manager of Modern Farming. When this publication changed hands he heard about an opening on The Farmer-Stockman, telegraphed Gaylord, and soon joined this publication as advertising manager.

Recently, Edgar Bell was elected a member of the NBC stations' planning and advisory committee, representing the Southwestern affiliates of NBC. At present he is keenly interested in the completion of the new WKY transmitter taking shape north of Oklahoma City. He knows the building plans by heart and is always ready to talk about them.

It would be difficult to say that Edgar Bell could find any relaxation that would bring him any more pleasure than the fun he gets out of seeing WKY grow and develop. Yet he is an ardent golfer and when on top of his game can be counted on to give most of the simon-pures around his home club a good run for their money.

"Music of New World" Is Subject of Coming Book

NEW YORK. — "Music of the New World," a book based on the NBC program of that name, was recently commissioned by Smith and Durrell, publishers. The book will give permanent form to the educational series.

Gilbert Chase, in charge of preparation of the programs, author of the scripts and the historical handbooks, will write the book. It is scheduled to appear in about a year, when the extensive collateral work and research will be completed. "Music of the New World" is now in the second year of its planned three-year course. It is part of NBC's Inter-American University of the Air.

The book will follow the main outlines of the program. It will be a comprehensive survey of the history of American music on a hemispheric scale and will cover the people's music from the time of the Incas to the present-day jitterbugs, with emphasis on the folk music of the North and South American continents. Also, the volume will discuss the role of radio in ushering in the era of musical democracy. An extensive bibliography and record list will be included.

Before joining NBC, Gilbert Chase was specialist in Latin American music for the Library of Congress. Born in Havana, Cuba, he was educated at Columbia University and in Paris. He was music critic for the Continental Edition of the London Daily Mail and served as Paris correspondent for Musical America and the London Times. He is the author of "Music of Spain," published in 1941. Several months ago he accepted the invitation of Dr. Leo S. Rowe to become consultant in the music division of the Pan-American Union.

Chase on February 11 accepted membership on the State Department's advisory committee for music.

Quick Action

COLUMBIA, S. C.—Here is an instance where radio did a job—and quickly! The Columbia recruiting office of the WAC put on a 15-minute program over WIS. When the WAC group got back to their headquarters 20 minutes after the program ended, they found two young women waiting to join up.



Shown above is an effective window display arranged by Rockwell C. Force, manager of the Saginaw Broadcasting Company, directing attention to shows on WSAM. This is but one of many eye-catching Parade of Stars exhibits arranged by the Saginaw, Michigan, station.



CBC men in Italy: (l. to r.) Mathew H. Halton; Captain John Howard, Public Relations Officer; Marcel Ouimet; Engineers A. J. McDonald and F. Paul Johnson; Peter Stursberg.



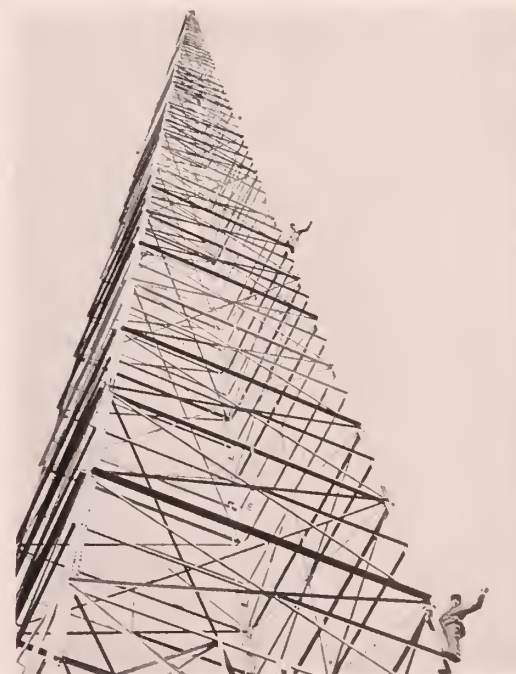
A. J. Schroeder, WMAQ engineer, receives golf tournament trophy from William Weddell (right), NBC Chicago assistant sales manager, while Assistant Office Manager Leonard Anderson expresses approval.



Chicago News Chief William Ray, gives some pointers to distaff news writers Margaret L. Whitehead (left) and Myrtle Robison, of NBC's Central division.

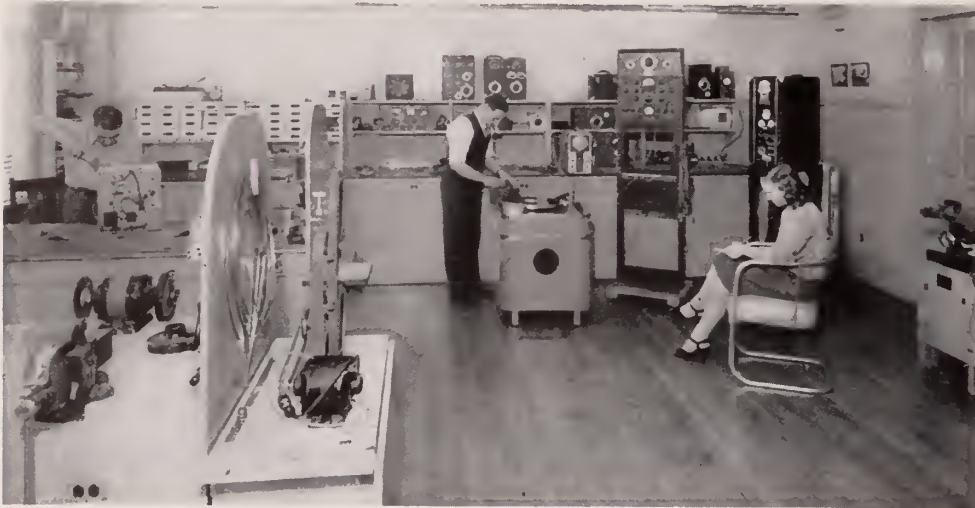


Kolin Hager, WGY (Schenectady, N. Y.) executive, receives a certificate of appreciation from Richard Davis, of the local Red Cross Blood Plasma Center.



Thin girders of steel, forming the antenna of WENY (Elmira, N. Y.), are given a coat of paint for Springtime.

WARTIME REPAIR SHOP PROVES ITS WORTH TO KDYL



To maintain its equipment and to build new apparatus effected by war freezes, KDYL (Salt Lake City) has enlarged its workshop and laboratory from an original setup of a "one-by-four" shelf to one of the finest equipped maintenance shops and laboratories possessed by any network affiliate in the country. Adjoining the workshop is an experimental television studio. Pictured above is John Baldwin, chief engineer, completing work on a new audition turntable. Full credit goes to S. S. Fox, president and general manager of the station, who had the foresight to encourage the regular development and expansion of the KDYL shop facilities to their present excellence.

KOMO Youth Series Tie-in

SEATTLE, WASH.—NBC's "Here's to Youth," cooperatively sponsored by 10 national youth organizations, offered unique opportunities for closer contacts with these organizations in KOMO's service area.

Most interesting result of the promotion which KOMO did with these groups was a portfolio of 300 letters submitted by school children, criticizing the program which deals with the juvenile delinquency problem. The letters were obtained through the schools superintendent.

School children were asked to listen to the program and write their reactions after hearing the first show which featured Helen Hayes. They dramatically outlined the youth problem. Comments ranged from the stock "I thought the program was very interesting" to the more succinct "Why not make every school a clubhouse?" One ultra-sophisticate in the freshman class at Lincoln High School remarked: "The suggested solution is more places where youth can gather to work and have fun with others their own age under constructive adult supervision. The solution was very vague. Let Clifford Odets write it."

WBZ Stages Store Exhibit

BOSTON, MASS.—Several thousand New Englanders visited the WBZ-Westinghouse historical radio exhibit during the first week of its stay at Filene's store here. The show introduced to Bostonians the educational film, "On the Air." The exhibit was similar to the recent attention-getting Pittsburgh display.

The movie traces briefly the history of broadcasting from the experiments of Dr. Conrad which led to the opening of KDKA in the Fall of 1920. It also explains in a layman's language the principles of broadcasting and tells something of the operations of FM, shortwave and television.

Regular WBZ and WBZA broadcasts which originated from the radio exhibit included: "Marjorie Mills," "Carl Caruso and the News," "Bump Hadley's Sports-cast," and Geoffrey Harwood's "Background to the News."

Local radio artists who made personal appearances at Filene's included: "Hum and Strum," Songstress Kay Ivers, Arthur Amadon and the Melodeers, Mildred Carlson of "The Home Forum," Elmer Newton Eddy, Carl deSuze of "You're Telling Us," and "Minstrel Man" Chester Gaylord.

KSD Turns Army's War Reports Into Air Series

ST. LOUIS.—Reports issued by the Army to show the size of the war job ahead were recently turned into a public service program series by KSD. The St. Louis Post-Dispatch station apparently was the first to realize the significance of these reports and to broadcast them on a regular schedule.

High Army officers made these reports to 375 industry, labor, radio and newspaper executives at a recent two-day conference at Fort Knox, Kentucky. Under Secretary of War Patterson arranged the meeting at a time when talk of an easy victory was growing. KSD decided that the war reports might be written into programs which the radio audience would appreciate as proof of the need for an intense war effort.

KSD's news department wrote the reports according to sure-fire formulas tested in years of newscasting.

The station presented five broadcasts, Tuesday through Saturday. On the evening following the last special program, a summary was made in the regular broadcast by KSD's commentator, Dr. Roland G. Usher.

The programs included reports on German and Japanese military strength by Major-General George V. Strong, Assistant Chief of Staff; on "Air Problems—Far East" by Colonel Emmett O'Donnell of the Army Air Forces headquarters; on "Logistics" by Major-General W. D. Styer, Chief of Staff of the Army Service Forces; on "Requirements and International Aid" by Brigadier-General Boykin Wright, director of the International Division of the Army Service Forces; on "Medical Care" by Brigadier-General F. W. Rankin, Chief Surgeon Consultant in the Army Service Forces; and observations by Lieutenant-General William S. Knudsen, Director of Production, and by Under Secretary Patterson.

Million Dollar Year

CHICAGO.—For the first time in its history of more than 21 years, Station WMAQ topped the \$1,000,000 mark in local and spot sales billing during 1943, according to the annual report by Oliver Morton, manager of the NBC Central division local and spot sales department.

COAXIAL CALENDAR

Approximate dates* on which coaxial cable circuits planned by the Bell System should be completed, assuming labor and materials are available.

1945—New York—Washington

1946—New York—Boston

Washington—Charlotte

Chicago—Terre Haute—St. Louis

Los Angeles—Phoenix

1947—Chicago — Toledo — Cleveland — Buffalo

Southern Transcontinental

Route (a large part) Will in-

clude Charlotte—Columbia—At-

lanta — Birmingham — Jackson

— Dallas — El Paso — Tucson —

Phoenix

1948-1950—Southern Transcontinental (complete)

Washington—Pittsburgh—Cleveland

St. Louis — Memphis — New Orleans

Kansas City—Omaha

Des Moines—Minneapolis

Atlanta—Jacksonville—Miami

Los Angeles—San Francisco

* This table was read to the NBC War Clinics by Niles Trammell, network president, in conjunction with his talk, printed, in part, on page 3.

NBC Sight Unit Offers Official War Filmings

NEW YORK.—NBC Television Station WNBT on February 21 featured the first in a series of battle films under the title, "See the War as It Happens."

Arrangements to carry these up-to-the-minute records of military operations were made in cooperation with the War Department, through its Bureau of Public Relations, and with the United States Signal Corps and the Army Air Forces.

The first television program presented official films taken by government camera men at the Anzio beachhead in Italy, air views of the bombings of German industrial centers, views of our troops in the India theater of war, and of Lord Louis Mountbatten in an inspection of Allied flyers in the Orient.

NBC assembles the special program from film subjects released by the several government agencies. Ben Grauer, NBC announcer, acts as commentator.

Television Station WRGB, Schenectady, re-telecasts the programs by direct pickup from WNBT.

U. S. Hospitals Get 45 More NBC, RCA and GE Video Sets

NEW YORK.—NBC and RCA, in co-operation with the General Electric Company, have begun the installation of 45 additional television receivers in hospitals established in the metropolitan area for wounded service men. These instruments are in addition to the 10 RCA receivers which have been in operation in six hospitals since November, 1943. Of the sets newly assigned for this purpose, the General Electric Company is supplying 25.

Plans for the installation of the original television sets were worked out last October by NBC and RCA in cooperation with Army and Navy medical authorities. At the same time, NBC announced the expansion of its television programs to include frequent pickups of sports contests and other events from Madison Square Garden for the entertainment of the hospitalized veterans. Response to these special programs from the men and their commanding officers was so favorable that NBC, RCA and GE decided to install additional receivers in the same hospitals and in one other.

Television sets have not been manufactured since 1942 but company officials turned in some of the needed instruments and the remainder of the RCA-NBC allotment were reclaimed from New York's police precinct houses where they had been used for two years to instruct air wardens and fire guards.

Hospitals which will obtain receivers and the number assigned to each institution are as follows:

Halloran General Hospital, Staten Island—15 sets.

United States Naval Hospital, St. Albans—11 sets.

Tilton General Hospital, Fort Dix, N. J.—4 sets.

United States Naval Hospital, Brooklyn Navy Yard—10 sets.

Hospital of the Rockefeller Institute for Medical Research, New York City—1 set.

Mason General Hospital, Brentwood, L. I.—4 sets.

Equipment allotted to the United States Navy Convalescent Hospital, Harriman, New York, was installed some time ago.

The men who have been able to witness the programs have expressed their appreciation for the special service made available through NBC's television schedule and the donations of the receivers.

VIRGINIA VISION

RICHMOND, VA.—A full-page advertisement in The Richmond News Leader of March 7 was the rousing response of Wilbur M. Havens, owner-manager of WMBG, and Robert E. Mitchell, director of national sales and promotion at the station, when they returned from NBC's War Clinic in New York at which Niles Trammell, president of NBC, discussed the vital issue of "What About Television?" WMBG is the first Virginia station to file application for television and frequency modulation. The ad included plans for a studio and office building to house it and a complete mobile unit. The proposed projection studio will have a control room, projector room and combined film vault and editing room. The television mobile unit will contain the equivalent of the studio control room and a radio transmitter used to relay signals for rebroadcast on the main transmitter.

NBC TELEVISION POLICY

(Continued from page 3)

necting with San Francisco and gradually extending to other important points.

These regional networks will gradually stretch out over wider areas, and will themselves become linked together. Thus, city after city, across the continent will be brought into network operation, until finally complete nationwide networks will become a reality.

Television is as great a forward stride in the field of communication as aviation has proved to be in the realm of transportation. Accordingly, the networking of television programs on a nationwide basis, when this can be achieved, will be one of the major services of the 20th century to the American people.

Despite the problems and the risks which confront the broadcasting industry, the National Broadcasting Company believes that television service should be brought as soon as possible into every American home, and that this is and should remain the task of private enterprise.

MORE VIEWS ADDED TO ALBUM OF AFFILIATES' WAR BOND ACHIEVEMENTS



When Bob Burns took over KFI (Los Angeles) for a full day of bond-selling, he started by guesting on a Boy Scout program. He joined the boys in a culinary prowess contest and later took a turn at record-spinning.



Calf obtained by Farrar Newberry (right), Woodmen of the World Life Insurance Co. head, for \$3,500,000 in bonds via W'OW, Omaha.



KOA (Denver) bond salesmen included Carl Mehl, m.c.; Loren Walling, of Greeley Booster; Don Hardy, Canon City Daily Record; Frank Hoag, Jr., Pueblo Chief & Star Journal; Ray Laird, Central City Register, and Edwin Bemis, Littleton Independent.



Virginia's Governor Darden started off the WMBG (Richmond) drive. Left to right: Scout Raymond Craig, Scout Field Executive Elwood McDowell, Governor Darden and Wilbur Havens, WMBG owner-manager.



Bill Robinson inspired Louisville listeners when he tap-toed in on a WAVE bond session.



During a recent "National Barn Dance" program over the NBC network, Secretary of Agriculture Claude Wickard and Mrs. Wickard spoke from the studios of KYW, Philadelphia, in behalf of the War Bond drive.